WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE NUMBER: DBA 7700
COURSE TITLE: Advanced Marketing Management

I. LEARNING OUTCOMES AND GOALS

GOAL A: Understand how to assess the marketplace

Learning Outcomes: The student will:

A-1 Gain an overview of value-based marketing and why it’s important.
A-2 Learn how to develop marketing strategies and a marketing plan.
A-3 Investigate various ethical issues associated with marketing decisions.
A-4 Analyze the marketing environment

GOAL B: Understand the marketplace

Learning Outcomes: The student will:

B-1 Gain an appreciation for consumer behavior including the various factors influencing the decision processes.
B-2 Demonstrate knowledge of the business-to-business marketing process.
B-3 Assess strategies for entering global markets.

GOAL C: Understand targeting the marketplace

Learning Outcomes: The student will:

C-1 Define segmentation, targeting, and positioning.
C-2 Understand the use and value of marketing research and information systems.
C-3 Learn how to use secondary data to assess customer lifetime value

GOAL D: Understand value creation.

Learning Outcomes: The student will:

D-1 Identify product, branding, and packaging decisions.
D-2 Demonstrate knowledge about new product development.
D-3 Determine differences between product and services marketing.
GOAL E: Understand value capture.

Learning Outcomes: The student will:

E-1 Learn about pricing concepts for establishing value.
E-2 Investigate various strategies, tactics, legal and ethical aspects of pricing.

GOAL F: Understand value delivery: designing the channel and supply chain

Learning Outcomes: The student will:

F-1 Learn how supply chains add value.
F-2 Gain an appreciation of information and merchandise flow.
F-3 Investigate vertical marketing systems and strategic supply chain relationships.
F-4 Explore retailing and multichannel marketing strategies.

GOAL G: Understand value communication

Learning Outcomes: The student will:

G-1 Define and gain an overview of integrated marketing communication.
G-2 Focus on advertising, public relations, and sales promotion objectives, strategies and evaluation techniques.
G-3 Gain knowledge about the nature and processes of personal selling and sales force management.

SUPPLEMENTAL GOALS:

A. Become familiar with various refereed marketing-related journals
B. Read and review an interesting, timely and relevant marketing article.
C. Assess critical thinking and decisions about the application of various marketing tools such as SWOT, vendor, and break-even analysis.

II. ATTRIBUTES OR RATIONALE

Many people think that marketing means “selling” or “advertising.” It’s true that these are important to marketing; however, marketing is much more—encompassing customer satisfaction, as well as marketing research, and understanding and application of the four P’s (product, pricing, physical distribution, and promotion). Through this course, students will gain an appreciation of how marketing is important to every consumer, how it affects the standard of living and economic growth of our society, and – perhaps most importantly – how it creates, captures, delivers and communicates “value.”